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Serial No.: 10/039,292

Attorney Docket No.: 05P12932US

REMARKS

Upon entry of the instant Amendment, Claims 39-58 are pending. Claims 39 and 51 have been amended to more particularly point out Applicant's invention. Claim 46 has been amended to insert a missing semicolon.

The Patent Office rejected claims 51, 52 and 54 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,154,771 by Rangan et al. ("Rangan"). In order for there to be anticipation, each and every element of the claimed invention must be present in a single, prior reference. Applicant respectfully submits that the claimed invention is not taught, suggested, or implied by Rangan.

As discussed in response to the previous Official Action, the present application is directed to a system and method for modifying video to provide additional content based upon the content of the video and a stored user profile whereby the modified video may be customized to the user. In some embodiments, the profile information include previous usage information. For example, if a user previously purchased an item, such as sunglasses, the content may be customized to provide a link to a sunglass purchase point. Thus, claim 51 has been amended to recite "retrieving profile information for the user, the profile information including previous usage information."

Contrary to the suggestion in the Official Action, neither Rangan's mention of "user-specific hyperlinks" nor setting a "hypervideo viewer" to "accentuate, or to suppress hyperlinks" retrieving a user profile and dynamically adding interactive content information to the video based upon the profile information. The user-specific hyperlinks in Rangan relate merely to the fact that a particular user can select a hyperlink that another might not. Thus, his choice of hyperlinks is "user-specific." It does not have anything whatsoever to do with a user profile, as generally recited in the claims at issue. Similarly a user's ability to "accentuate or suppress" a hyperlink as discussed in Rangan does not relate to either a user profile or previous usage information. In Rangan, the hyperlink is always there, regardless of a user's profile or

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usage. A user can only accentuate or suppress a hyperlink that is already there, based not upon a user profile or past usage, but merely the act of an "author of the hyperlink." Col. 15, line 4. The present invention, however, relates to a system and method for inserting content, such as a hyperlink, rather than suppressing or accentuating it once there. As such, the Examiner is respectfully requested to reconsider and withdraw the rejection.

The Patent Office rejected claims 39-44, 46, 50 and 55-57 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,154,771 by Rangan et al., ("Rangan") in view of U.S. Publication Number 2002/0059629 by Markel et al., ("Markel"). The failure of Rangan to teach "retrieving profile information for the user, the profile information including previous usage information," as recited in claim 39, as amended, has been discussed above.

Claim 46 recites "retrieving profile information related to a destination to which the received content is to be transmitted; [and] adding ATVEF information to the received content based on the retrieved profile information." Again, as discussed above, Rangan does not provide for profile information and likewise does not provide for such information including previous usage information. Rangan merely allows a user to "suppress" or "accentuate" an already extant hyperlink, inserted by an "author," and not related to a user profile.

Markel is relied on for allegedly teaching retrieving user profile information and adding content information to the video based upon the retrieved profile information. However, as discussed in response to the previous Official Action, Markel merely discloses the retrieval of model information for a particular set-top box, whether it is a WebTV implementation or AOLTV implementation. (Markel, Paragraph [0034]). This profile does not relate to the user, rather, the profile relates only to a particular model of a set-top box.

Because Rangan and Markel do not teach, suggest, or imply the invention of the independent claims 39, 46, and 51, they likewise cannot teach, suggest, or imply the

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invention of the dependent claims; as such, the Examiner is respectfully requested to reconsider and withdraw the rejection.

The Patent Office rejected claims 45 and 49 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,154,771 by Rangan et al., ("Rangan") in view of U.S. Publication Number 2002/0059629 by Markel et al., ("Markel") in further view of U.S. Patent No. 6,637,032 by Feinleib, ("Feinleib"). The failure of Rangan and Markel to teach, suggest, or imply the invention of the independent claims has been discussed above. Feinleib is relied on for allegedly teaching at which point to insert content. However, like Rangan and Markel, Feinleib does not teach, suggest or imply use of a user profile or usage information, as recited in the invention of the underlying claims. As such, the combination likewise does not teach, suggest, or imply the invention of claim 45 and 49.

The Patent Office rejected claims 47 and 48 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,154,771 by Rangan et al., ("Rangan") in view of U.S. Publication Number 2002/0059629 by Markel et al., ("Markel") in further view of U.S. Patent No. 6,560,777 by Blackletter et al., ("Blackletter"). The failure of Rangan and Markel to teach, suggest, or imply the invention of the independent claims has been discussed above. Blackletter is relied on for allegedly teaching "updating enhancement information." However, like Rangan and Markel, Blackletter does not teach, suggest or imply use of a user profile or usage information, as recited in the invention of the underlying claims. As such, the combination likewise does not teach, suggest, or imply the invention of claim 47 and 48.

The Patent Office rejected claim 53 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,154,771 by Rangan et al., ("Rangan"). Rangan has been discussed above with regard to the underlying claim. Since Rangan does not teach, suggest, or imply the invention of the underlying claim, Applicant respectfully submits that it likewise does not teach, suggest, or imply the invention of the dependent claim 51.

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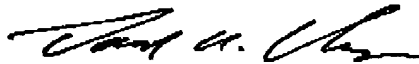
The Patent Office rejected claim 58 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,154,771 by Rangan et al., ("Rangan") in view of U.S. Patent No. 6,637,032 by Feinleib, ("Feinleib"). For reasons similar to those discussed above, Applicants respectfully submit that the combination of Rangan and Feinleib does not teach, suggest or imply the invention of these dependent claims.

For all of the above reasons, Applicants respectfully submit that the application is in condition for allowance, which allowance is earnestly solicited.

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